

# constructionHQ

Media  
Info  
2019

Building  
Better  
Communities



[www.constructionhq.world](http://www.constructionhq.world)

# constructionHQ: Launching an Industry Platform

A Solid Foundation for the Construction Community Since 1983!

For more than three decades constructionHQ (previously Arab Construction World) has been serving the Building, Machinery, Road & Power Generation sectors, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to construction industry is presented.

constructionHQ is the focal point where industry professionals meet their needs. constructionHQ is published monthly and it provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information.

As the leading B2B construction magazine, constructionHQ is the vital link between international manufacturers, producers, exporters & agents/resellers in the B2B industry and is your ideal partner whether you wish to gain accurate and up-to-date insight on the construction industry or whether you wish to gain maximum exposure to your company's products and services.

Major construction companies & manufacturers trust constructionHQ as their promotional platform of choice to have maximum exposure for their products & services and increase their market share. constructionHQ also enjoys a close partnership with leading construction-related event organizers worldwide where it holds the status of official, regional or supporting magazine in major events where bonus copies are distributed to exhibitors, visitors and conference attendees.

## Shaping Online News

The constructionHQ website provides online insight for e-readers into the construction industry through a combination of industrial news and trends, innovative technologies, country reports, and event news related to the Building Equipment, & Power Generation sectors. constructionHQ website is going to be part of an industry portal [www.industryhq.com](http://www.industryhq.com) which will be launched in January 2019. Log on to [www.constructionhq.world](http://www.constructionhq.world) and delve into the world of construction where current and archived issues of constructionHQ magazine are available for free to registered users in three formats (html, flash and pdf e-book) at your whim.

## Content

### Reports

In-depth construction reports

### Business

Feature articles including interviews with key players

### News

The latest regional & international news about construction projects

### In the Market

Cutting-edge trends on building & construction products

Associate your company or product with constructionHQ, the construction industry's pioneering media brand.  
Contact us today to get things started!

## “Clients”

Below are some of the leading companies who trusted constructionHQ (previously Arab Construction World) to gain market share and increase their products' exposure in the MENA region.



ChemGrout, Inc.  
USA



Terex Equipment Limited  
UK



Graco BVBA  
Belgium



MB SpA  
Italy



EBAWE Anlagentechnik GmbH  
Progress Group  
Germany



Pile Dynamics, Inc.  
USA



AB Volvo Penta  
Sweden



Schneider Electric  
East Mediterranean Sal  
Lebanon



DIECI SRL  
Italy



Sennebogen Maschinenfabrik GmbH  
Germany



Platform Basket SRL  
Italy



Doosan - Bobcat  
UAE



Manitowoc Crane Group Ltd  
UK



Liebherr Werk Biberach GmbH  
(Liebherr Holding)  
Germany



Ammann NME FZE  
UAE



Kohler  
UAE



PRAMAC  
UAE



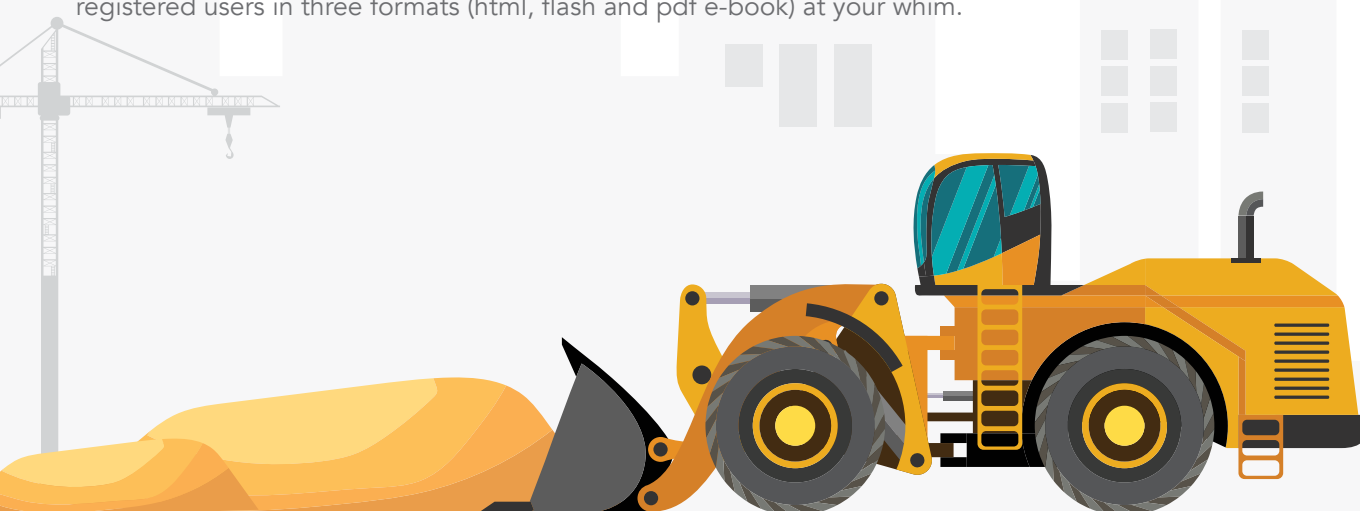
Mondi  
Austria



Condor Group SPA  
Italy



Wirtgen Group  
Germany



# THE CONSTRUCTION INDUSTRY

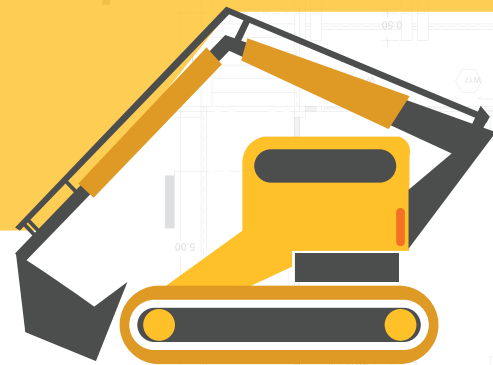
The global **CONSTRUCTION MACHINERY MARKET** is anticipated to reach a market value of USD272 BN by 2023

One of the **KEY DRIVERS** for this market will be the increasing road development programs

One of the **RESTRAINTS** will be the regulatory pressures for lower emissions

**AMERICAS** to dominate the global construction machinery market during the forecast period 2018 - 2023

## CONSTRUCTION MACHINES



Full-scale **DIGITIZATION** of the construction industry, including 3D printing, AR, and autonomous construction, could save up to USD1.7 TN globally within ten years, a new World Economic Forum report shows

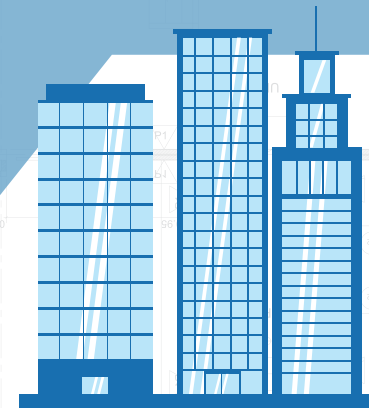
One of the **KEY DRIVERS** for this market will be the internationalization strategies

One of the **RESTRAINTS** will be the slow Adoption of Technology Innovation

The **Digital Construction** is segmented to

- Building Information Modelling (BIM)
- Drones
- Telematics
- IoT & Data Analytics

## DIGITAL CONSTRUCTION



The **GLOBAL CEMENT** market size is expected to register a CAGR of 7.8 percent from 2017 to 2025

One of the **KEY DRIVERS** for this market will be the growing requirement for the construction of institutional buildings for education and healthcare sectors

One of the key **TRENDS** escalating market growth will be the increasing investments in the infrastructure sector

**Asia Pacific** to dominate the global growth engine for the construction sector

## THE CEMENT MARKET



The **SECURITY & FIRE PROTECTION** market is expected to grow from USD93.46BN by 2022, at a CAGR of 9.7 percent between 2017 and 2022

One of the **KEY DRIVERS** for this market will be the increasing spending on fire protection equipment by a number of enterprises and SMEs

One of the **RESTRAINTS** will be the costs of fire protection systems

**North America** to dominate the security & fire protection market during the forecast period 2018 - 2023

## SECURITY & FIRE PROTECTION



# “ Editorial Program 2019 ”

Issue	January	February	March	April	May	June
Construction Machines & Vehicles	Road & Bridge Equipment	Compactors, Rollers & Loaders	Excavators	Lifting Equipment	Asphalt Equipment	Boring Machines
Building Equipment & Products	Bricks	Architectural Finishes	Paints & Coatings	Marble & Granite	Doors & Windows	Glass & Aluminum
Cover Story	Company Profile (CP)/Project Focus	Safety in Construction	Company Profile (CP)/Project Focus	Green Buildings	Company Profile (CP)/Project Focus	Power Generation
Digital Construction	Smart Cities	Geo Spatial	Industry 4.0	BIM	IoT	Surveying
Security & Fire Protection	Special Doors	Facilities Protection	Fire Alarm & Detection Systems	Access Control	Fire-Resistant Paints	Safety Devices
Product Focus	Scaffoldings	Engines, Generators & Compressors	Elevators & Escalators	Lights & Lighting	Glass & Aluminum	HVAC
Country / Regional Reports	- Bahrain - Iran - Holland - China	- Saudi Arabia - Algeria - UK - USA	- Oman - Turkey - Germany - Scandinavia	- Qatar - Morocco - Italy - South Africa	- Lebanon - Cyprus - France - Australia	- UAE - Tunisia - Russia - Central America
Bonus Distribution*		- EURASIA Lif Fair Turkey - The Big Show Oman Oman	- EURASIA Lif Fair Turkey - The Big Show Oman Oman - Project Qatar Qatar	- Project Qatar Qatar	- Project Lebanon - Lebanon - TURKEYBUILD Istanbul - Turkey	- Project Lebanon - Lebanon - TURKEYBUILD Istanbul - Turkey
Editorial Due	December 21, 2018	January 25, 2019	February 22, 2019	March 22, 2019	April 22, 2019	May 24, 2019
Advertising Due	December 25, 2018	January 27, 2019	February 25, 2019	March 26, 2019	April 25, 2019	May 27, 2019
Publishing Date**	December 31, 2018	January 31, 2019	February 28, 2019	March 31, 2019	April 30, 2019	May 31, 2019

Dates

Issue	July	August	September	October	November	December
Construction Machines & Vehicles	Dozers	Earthmoving Equipment	Tunnel Mining Machines	Cranes & Hoists	Crushers	Loaders
Building Equipment & Products	Ceramics & Sanitary Ware	Adhesives & Sealants	Stones & Aggregates	Facades & Claddings	Admixtures	Metals
Cover Story	Company Profile (CP)/Project Focus	Solar Energy	Company Profile (CP)/Project Focus	Wind Energy	Company Profile (CP)/Project Focus	Waterproofing
Digital Construction	Smart Energy	Drones & UAV's	3D Printing	Virtual Reality	GIS Mapping & Data Capture	Smart Building
Security & Fire Protection	Fire Systems	Security Locks	Fire Sprinklers	Security Alarms & Detectors	Residential Fire Systems	Safety & Security Systems
Product Focus	Prefabricated Buildings	Electrical Systems	Paints & Coatings	Cables & Electrical Fittings	Pipes, Valves & Controls	Material Testing Equipment
Country / Regional Reports	- Iraq - China - South Korea - Brazil	- Jordan - Benelux - UK - India	- Kuwait - Egypt - Germany - Taiwan	- Saudi Arabia - Turkey - Italy - Japan	- UAE - Poland & Ukraine - France - USA	- North Africa - Iberia (Spain, Portugal) - Scandinavia - Far East
Bonus Distribution*			- WETEX - UAE	- WETEX - UAE - The Big 5 Show - UAE	- The Big 5 Show - UAE	
Editorial Due	June 23, 2019	July 22, 2019	August 22, 2019	September 23, 2019	October 23, 2019	November 24, 2019
Advertising Due	June 26, 2019	July 26, 2019	August 26, 2019	September 26, 2019	October 25, 2019	November 26, 2019
Publishing Date**	June 30, 2019	July 31, 2019	August 30, 2019	September 30, 2019	October 31, 2019	November 30, 2019

Dates

\* Tentative list of events at which constructionHQ will have bonus distribution of its issues - liable to changes.

\*\* Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post.

# “Advertising Benefits & Options”

## Print Options

- **Display Advertising:** constructionHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has double use; to get story to constructionHQ's readers and to maximize the company's exposure by placing its full contact details.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile or Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

## Readership Summary

80%

of readers are decision makers or influence purchasing decisions.

17,593

Print Readership  
(Multiplier 3.17)

24,077

Digital Circulation

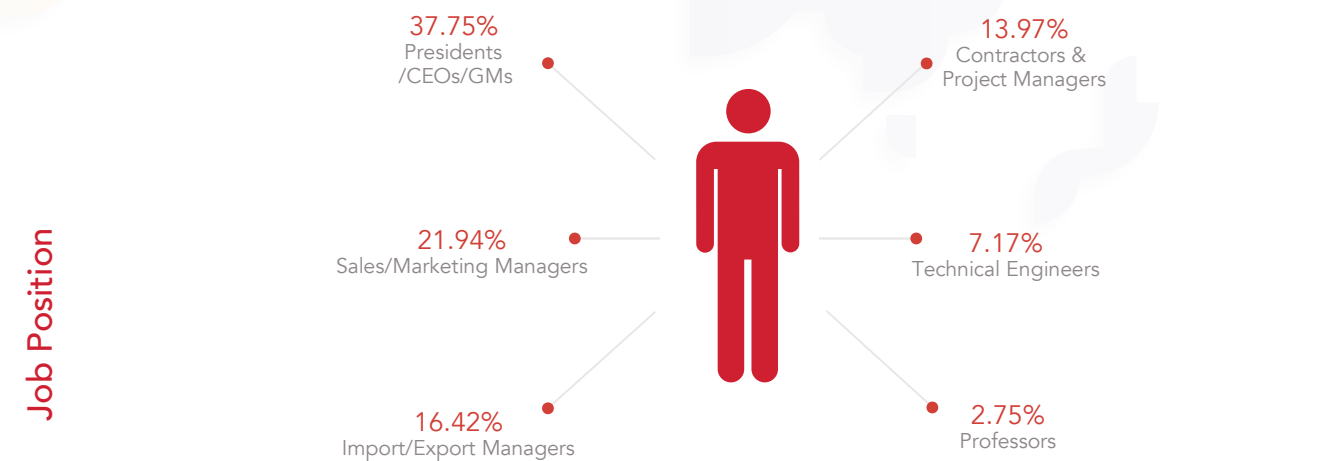
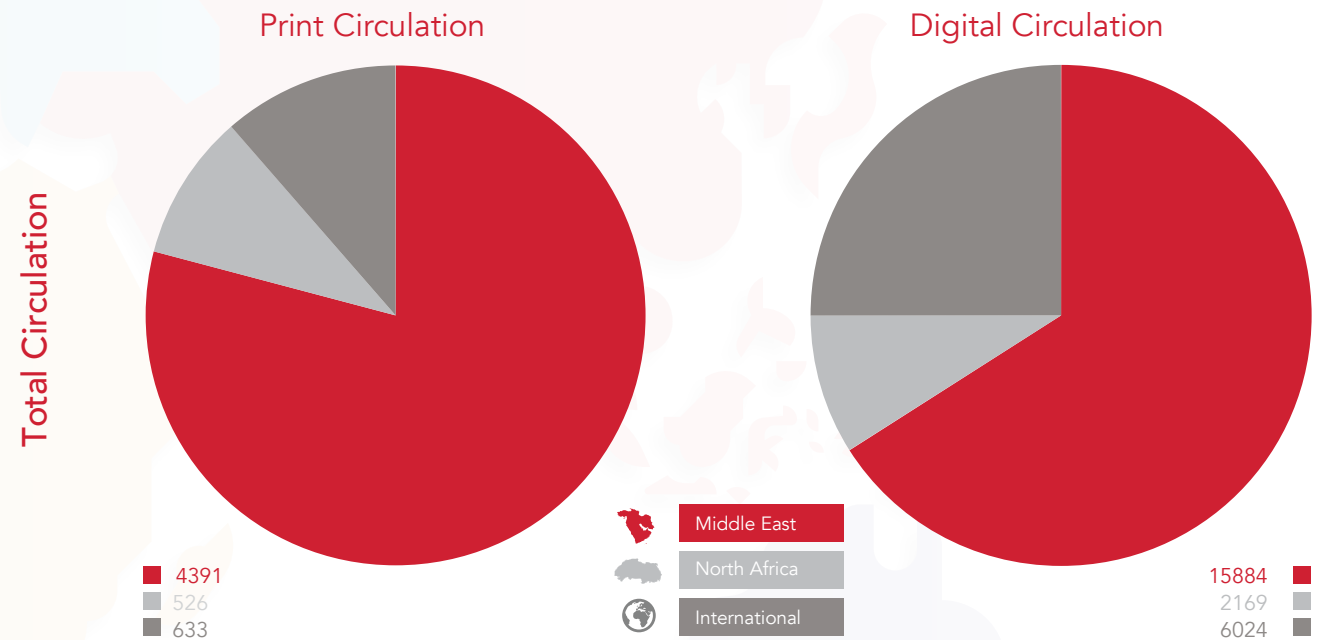
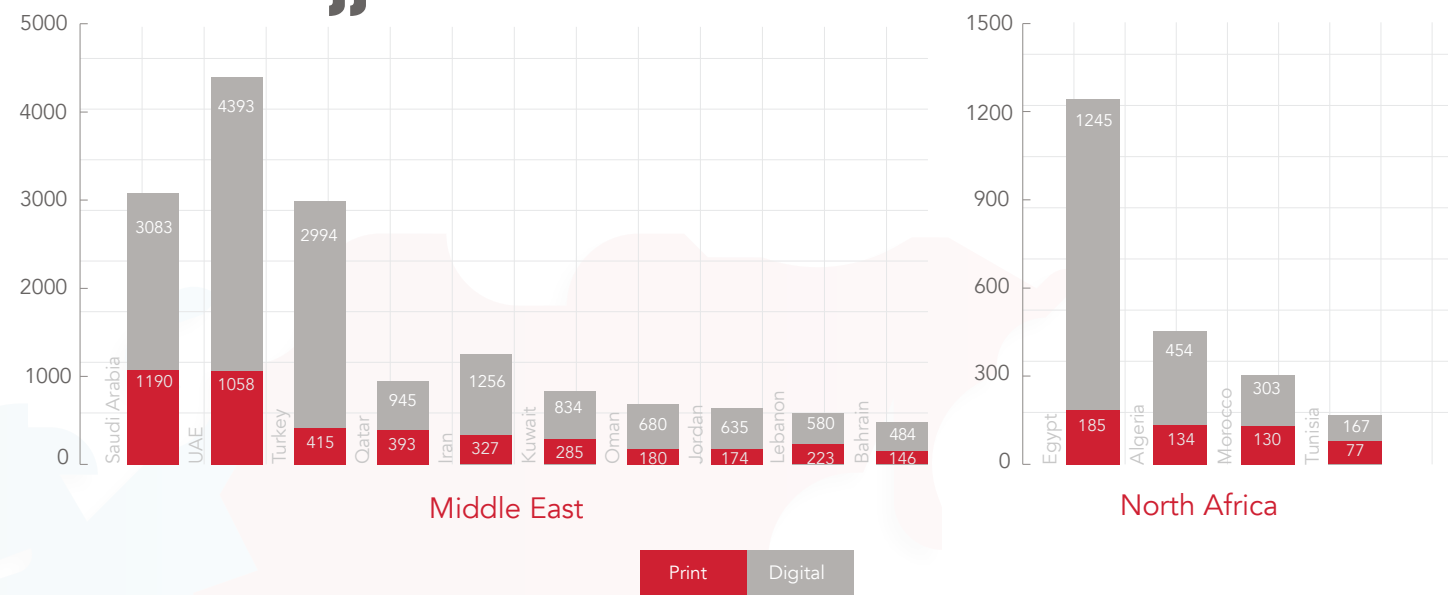
41,670

Total Brand Readership

## Digital Options

- **Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on constructionHQ's website via a Leaderboard Banner, MPU Banner, Half Page Banner, and/or a Billboard Banner.
- **Newsletters:** The monthly Newsletter contains several dedicated advertising spots, providing commercial partners with a cost effective and highly credible route into the inbox of construction professionals globally.
- **Email Shots:** We know how important it is that your email looks and reads right before you send it out to your existing and potential industry professionals. That's why our direct e-mail shots offer this opportunity using a vast user database.
- **Coming Events:** The Coming Events service offers a comprehensive listing of construction events, conferences seminars, and workshops.
- **Buyers' Guide:** It is a service that offers high exposure at a nominal cost. The classified ad is 360 x 300 px, including company logo, product photo, and a brief message with contact details.
- **Business Directories:** The Business Directories service puts you in contact with construction-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.

# “Circulation”



Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,570	7,190	6,810	6,435
Spread	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 <sup>nd</sup> Cover (IFC)	3,300	3,135	2,970	2,800
3 <sup>rd</sup> Cover (IBC)	3,000	2,850	2,700	2,550
4 <sup>th</sup> Cover (OBC)	3,500	3,325	3,150	2,975
Full Page	2,750	2,610	2,475	2,335
2/3 Page	2,100	1,995	1,890	1,785
1/2 Page	1,750	1,660	1,575	1,485
1/3 Page	1,400	1,330	1,260	1,190
1/4 Page	1,150	1,090	1,035	975

Advertorials & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,000	1,800	1,700	1,600
2/3 Page	1,450	1,300	1,230	1,150
1/2 Page	1,200	1,080	1,020	960
1/3 Page	900	810	765	720
1/4 Page	700	630	595	550

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	450	400	365	325
Twelve Times Prepaid				2,925

Space	Dimensions	(WxH)mm
Full Page	Trim Size	193 x 270
Double Page	Print Size	400 x 270
Vertical 2/3 Page	Print Size	124x 241
Vertical 1/2 Page	Print Size	90.5x 241
Horizontal 1/2 Page	Print Size	186 x 118
Horizontal 1/2 page (Spread)	Print Size	400 x 118
Island 1/2 Page	Print Size	118 x 186
Vertical 1/3 Page	Print Size	62 x 241
Horizontal 1/3 Page	Print Size	186x 80
Vertical 1/4 Page	Print Size	72 x 119
Horizontal 1/4 Page	Print Size	186 x 60

\*Bleed Ads must be sent with 5 mm added on each side of the ad

Rates (Print & Digital)

Specs (print)

Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page Spread	3,365	3,195	3,030	2,860
1/2 Page Spread	2,300	2,185	2,070	1,955
2 <sup>nd</sup> Cover (IFC)	1,990	1,890	1,790	1,690
3 <sup>rd</sup> Cover (IBC)	1,850	1,760	1,665	1,570
4 <sup>th</sup> Cover (OBC)	2,200	2,090	1,980	1,870
Full Page	1,715	1,630	1,545	1,460
2/3 Page	1,440	1,365	1,295	1,225
1/2 Page	1,165	1,105	1,045	990
1/3 Page	950	900	855	805
1/4 Page	800	760	720	680

Advertorials | Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,375	1,305	1,235	1,165
2/3 Page	1,100	1,045	990	935
1/2 Page	825	785	745	700
1/3 Page	655	625	590	555
1/4 Page	515	490	460	435

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
Twelve Times Prepaid				2,960

Space	(WxH)px	Format
Full Page	2362 x 3189	JPG, PNG, PDF
Double Page Spread	4724 x 3189	JPG, PNG, PDF
Vertical 2/3 Page	1394 x 2846	JPG, PNG, PDF
Vertical 1/2 Page	1028 x 2846	JPG, PNG, PDF
Horizontal 1/2 Page	2126 x 1394	JPG, PNG, PDF
Horizontal 1/2 page Spread	4724 x 1394	JPG, PNG, PDF
Island 1/2 Page	1394 x 2197	JPG, PNG, PDF
Vertical 1/3 Page	768 x 2846	JPG, PNG, PDF
Horizontal 1/3 Page	2126 x 945	JPG, PNG, PDF
Vertical 1/4 Page	1028 x 1394	JPG, PNG, PDF
Horizontal 1/4 Page	2126 x 709	JPG, PNG, PDF

Rates (Print & Digital)

Specs (print)

Web Banners & Rates (US\$)

Banner	Format	Dimensions	Size	Rate (US\$)	Duration
Leaderboard	GIF, JPEG, or Animated GIF	728 x 90 Pixels	50 KBs	550	1 Month
				495	3 Month
				470	6 Month
				440	12 Month
MPU	GIF, JPEG, or Animated GIF	300 x 250 Pixels	50 KBs	650	1 Month
				585	3 Month
				550	6 Month
				520	12 Month
Half Page	GIF, JPEG, or Animated GIF	300 x 600 Pixels	50 KBs	1000	1 Month
				900	3 Month
				850	6 Month
				800	12 Month
Billboard	GIF, JPEG, or Animated GIF	970 x 250 Pixels	50 KBs	1500	1 Month
				1350	3 Month
				1275	6 Month
				1200	12 Month

Email Shots & Rates (US\$)

Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

Online Buyer's Guide Ads & Rates (US\$)

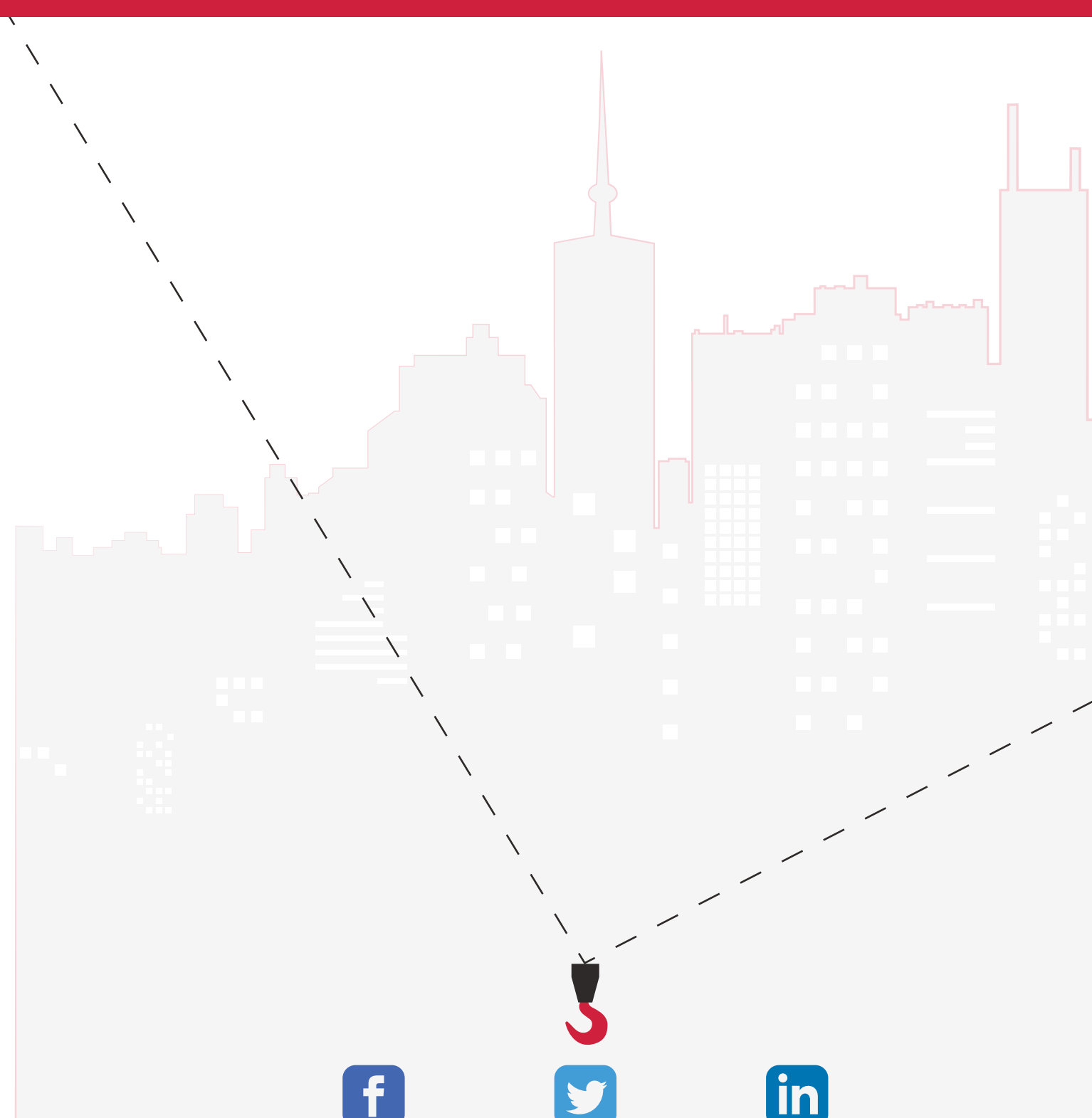
Duration	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	300	275	250	225
Twelve Times Prepaid				2,400

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	250	225	200	175
Twelve Times Prepaid				1,900

Online Directory Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	100	80	60	40
Twelve Times Prepaid				400



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construction HQ

Postal Address

constructionHQ  
P.O. Box: 13-5121 Chouran  
Postal Code: 1102-2802  
Beirut - Lebanon

Courier Address

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Chatila & Chehab Bldg, 2<sup>nd</sup> Floor  
Beirut - Lebanon

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Marketing & Sales Department: [marketing@constructionHQ.world](mailto:marketing@constructionHQ.world)  
Content & Research Department : [content@constructionHQ.world](mailto:content@constructionHQ.world)

[www.constructionhq.world](http://www.constructionhq.world)

## About CPH World Media

With more than four decades of experience in providing innovative media products and serving its sustainable vision "Helping Advance MENA & Beyond!", CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike. 2019 will mark a major leap forward in the company's milestone achievements. We will launch an online industry portal **industryHQ** that covers a broad spectrum of business news, technical articles, market research reports, analysis, trends and events spreading across multiple industry sectors. For more details log on to [www.industryhq.com](http://www.industryhq.com)

**waterHQ** a sister publication for constructionHQ serving the Water, Wastewater, Desalination & Energy sectors. waterHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry bringing its readers in-depth insights and information. The total brand readership is 40,069 of decision makers or decision influencers for their companies. For more details log on to [www.waterhq.world](http://www.waterhq.world)

**foodHQ** a sister publication for constructionHQ serving the Food Processing, Ingredients, Packaging, and Catering sectors. foodHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the food industry bringing its readers in-depth insights and information. The total brand readership is 39,740 of decision makers or decision influencers for their companies. For more details log on to [www.foodhq.world](http://www.foodhq.world)

**healthHQ** a sister publication for constructionHQ serving the Medical, Laboratory, Pharmaceuticals & Fitness sectors. healthHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. The digital edition of the magazine is published monthly. Starting January 2019, healthHQ will be printed quarterly. For more details log on to [www.healthhq.world](http://www.healthhq.world)



## Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

I wish to:  Subscribe (fill A>C)  Renew my subscription (fill A>C)  Update my information (fill A)

Receive sample copy to:

- constructionHQ magazine
- waterHQ magazine
- foodHQ magazine
- Get contacted by my nearest agent to discuss my advertising needs (fill A)
- Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
- Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

**A Entity Details** - (Fields marked with a (\*) should be filled. Kindly specify if not available by typing/printing N/A)

Personal Details	Name*:	Position*:
	Direct Tel: (+ ) - ( ) ( ) Ext:	Mobile: (+ ) - ( ) ( )
	Direct Fax: (+ ) - ( ) ( ) Ext:	Email:
Company Details	Name*:	Year Established*:
	Tel (s): (+ ) - ( ) ( )	Fax (es): (+ ) - ( ) ( )
	Business Activity / Description*:	
	Email*:	http*://
	Export Markets:	Import Markets:
	# of Employees*:	Annual Turnover:
Brands / Trademarks:		
Address	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

**B Subscription Rates** - (choose your preferred subscription)

	Lebanon	Arab Countries, Cyprus, Iran	Africa (Excluding Arab Countries), Europe, Turkey	Other Countries
One Year	<input type="checkbox"/> \$25	<input type="checkbox"/> \$65	<input type="checkbox"/> \$95	<input type="checkbox"/> \$120
Two Years	<input type="checkbox"/> \$50	<input type="checkbox"/> \$105	<input type="checkbox"/> \$160	<input type="checkbox"/> \$210
Three Years	<input type="checkbox"/> \$75	<input type="checkbox"/> \$145	<input type="checkbox"/> \$230	<input type="checkbox"/> \$305

**C Payment Methods**

Cheque made payable toCPH World Media - Cheque must be drawn on any U.S. Bank

Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type:  AMEX  MasterCard  Visa

Number:

Card Holder Name : ..... Card Expiry Date: ..... / ..... / ..... (dd/mm/yyyy)

Choose any method below to return your order...

Signature: .....

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